



TOURISM ADVISORY COUNCIL RETREAT
Ravalli County Museum
205 Bedford Street
Hamilton, MT
September 30—October 1, 2012

*Persons may address the Tourism Advisory Council in person at **the Ravalli County Museum, 205 Bedford Street, Hamilton, MT.** Persons may address the Council on any matter listed on the agenda. Matters not listed on the agenda may be addressed during the public comment period provided.*

This meeting is open to the public.

Facilitator: Maclaren Latta, Mercury CSC

SUNDAY, September 30, 2012—12:00 – 5:00

- **Introductions** (Working lunch will be provided)
- **Public Comment**
- **Review last year's retreat outcomes-See attached Strategic Outline**
 - Strategic Outline
 - Progress
 - Areas without progress
 - Refinements
 - Identify the "who"
- **TAC Logistics**
 - Committees
 - Meeting agendas
 - Efficiency
- **Marketing Plan Reboot**
 - What do we expect in the plan?
 - How will we implement the changes?
- **Legislative Strategy**
 - Where are we vulnerable?
 - What is our message?
- **New 5 year Strategic Plan**
 - Identify the TAC's role/recommendations/expectations

DINNER at Bella Villa 6PM

MONDAY, October 1, 2012—8:30 – 11:30

- Working session with Open Windows Consulting to begin the 5-year strategic planning process, based off our strategic outline.

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

The Montana Office of Tourism makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in state government. Persons needing accommodations must notify Carmen Levick no later than September 26, 2012 to allow adequate time to make needed arrangements. You can call (406) 841-2873, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request.

